

## Kentucky Department for Alcoholic Beverage Control

### Kentucky Brand Registrations

#### Product Registry On-Line (PRO) System User Instructions for Producer/Supplier

#### Welcome to Kentucky PRO

In order to use PRO your company must set up your account. Once you have set up your account subsequent use can be achieved by “log in” process.

#### To get started:

From the ABC.KY.Gov web site, move mouse over the Licensing option from the menu list across the top of the page. A menu will present additional options, one of which is Brand Registrations. Move mouse over it and select.

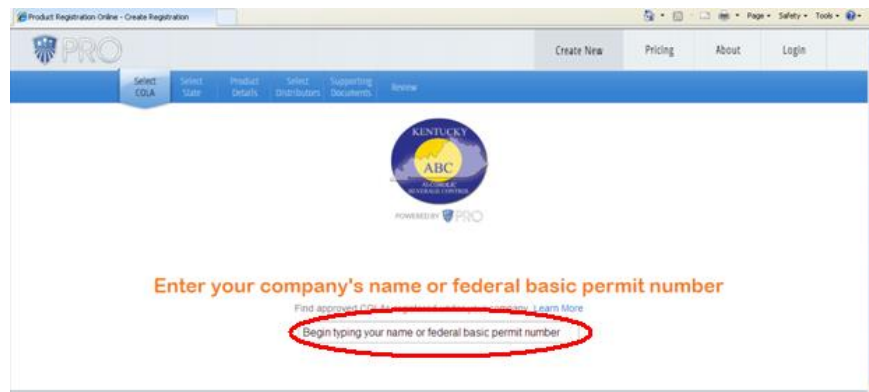


The system will display our Brand Registration page.

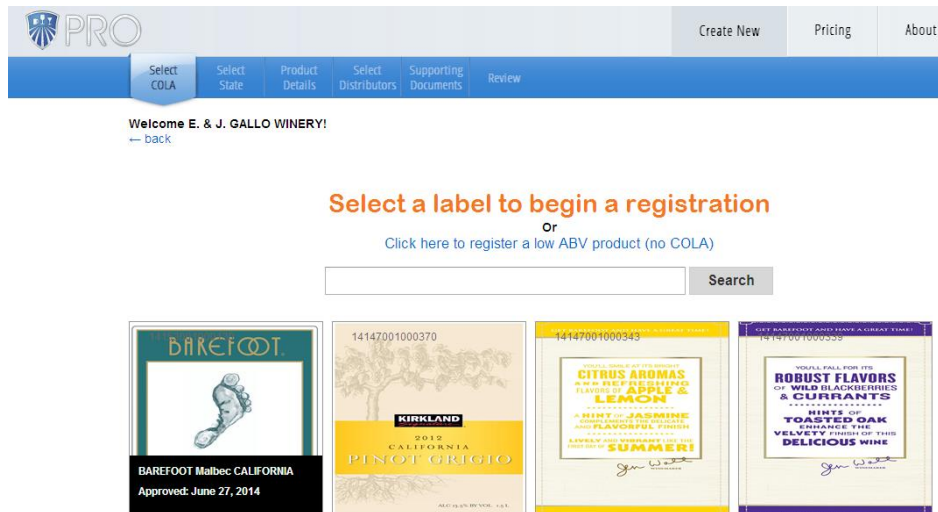
Select the link for “**Producer/Supplier Access to PRO**”

Before you can use the system for the first time, you must create an account.

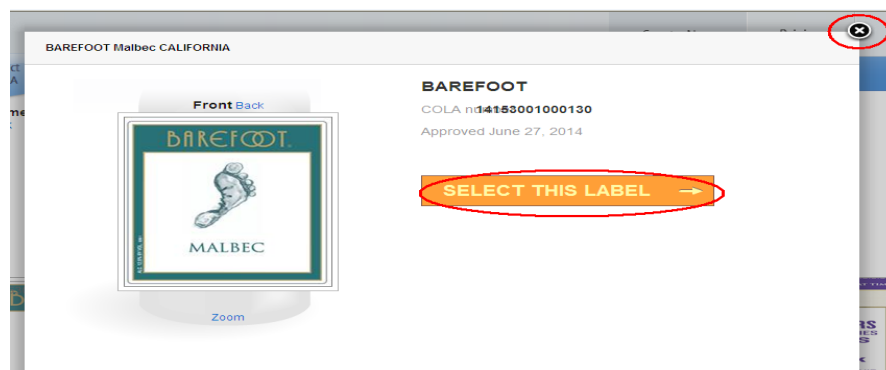
Start by **entering your company's name or federal basic permit number** into the space provided and press enter.



System will display labels of brands registered with the TTB. Select the brand you wish to register with Kentucky



System will display the label information for the brand you selected. If that is not the brand you intended press the “X” to return to the previous screen or “**Select This Label**” to continue.

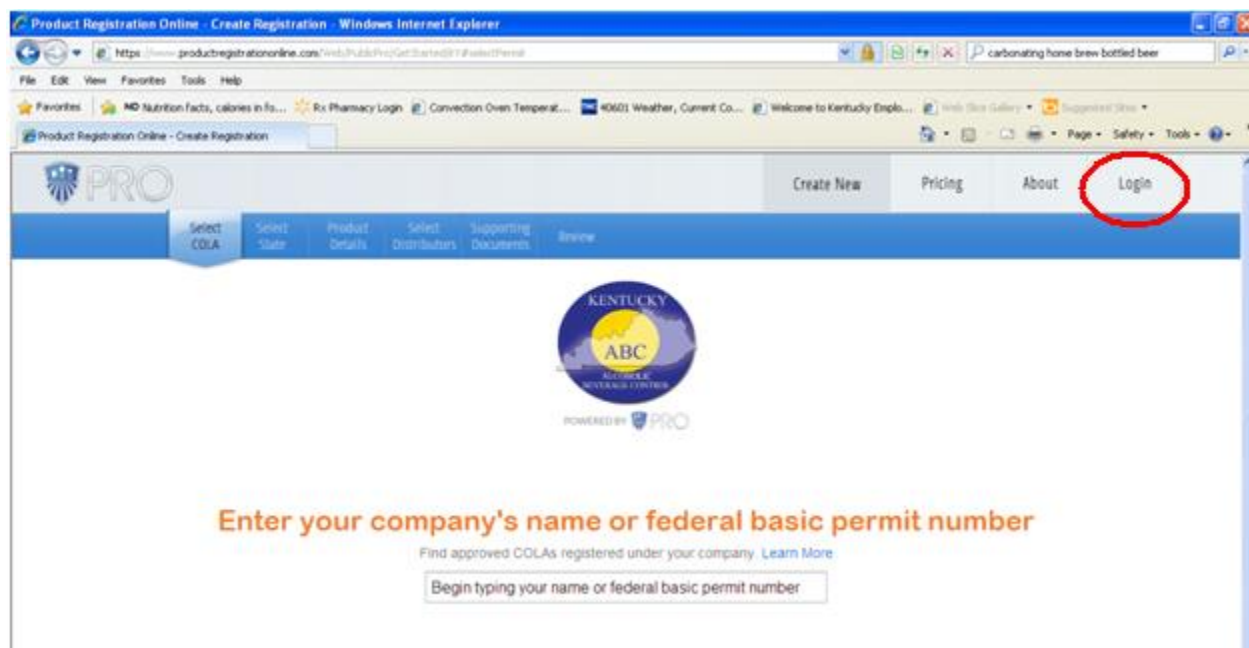


Type in the directed fields: **your email** address –this should be the email address where you wish to receive official brand registration notices and approvals. Read and approve the terms and conditions prior to selecting “**Create new**” button.

Next enter in your contact information and select the “Create my account” button.

Now you have completed setting up your company’s account. You are now set up in the system.

Future access will be through “Log-in”. You will not have to set up an account again.



Now you are ready to register brands with the Kentucky Alcoholic Beverage Control (State ABC) for sales and distribution with your licensed Kentucky Distributors or Wholesalers in the Commonwealth.

**Remember this is still a three step process in Kentucky:**

STEP 1: The brand registration is initiated in Kentucky PRO by either the distributor/wholesaler OR the producer/supplier;

Step 2: The respective second party distributor/wholesaler OR the producer/supplier (depending on who initiated the registration) will receive, review and approve;

Step 3: The submission is then actually sent and received by State ABC for our final review and approval or denial.

**Until this approval is received, NO sales of the product should occur and the product cannot legally enter the Commonwealth.**

Now you are ready to begin registering your brands! Important facts to remember about the new system:

- It will permit you, on a single brand registration submission, to enter only a single brand (one brand at a time).

- Maintaining correct emails to assure proper processing between you, your distributors/wholesalers and the state is a MUST. Assuring that all brands being registered are by an authorized company agent is also a must.

To register a new brand click **“Kentucky”**

**Select a state**

You may register in one state at a time. When you submit this registration, you will have the option to create another registration in a different state.

ALABAMA	ARKANSAS	COLORADO
ILLINOIS	KANSAS	<b>KENTUCKY</b>
NEW MEXICO	NORTH CAROLINA	SOUTH DAKOTA
TENNESSEE	WASHINGTON	SOUTH DAKOTA RENEWALS

Enter in **your Kentucky producer/supplier license number**. Please be very careful and assure that if selecting from the auto menu that appears or if manually typing in your number, that the Kentucky license number entered or selected is the correct license number. Otherwise, your error may result in your brands showing registered to a producer/supplier other than yourself and causing the Kentucky distributor/wholesaler or the State ABC to reject/deny approvals.

**Enter your Kentucky License Number (required)**

Search by company name or license number.

What type of registration are you creating?

**New Brand Registration** For a new label/COLA, within a **new brand that has not been registered in this state before.**

The system will display both front and back images of the select brand. Again, verify they are correct prior to selecting “Continue”

The screenshot shows a navigation bar with tabs: Select COLA, Select State, Product Details (active), Select Distributors, Supporting Documents, and Review. Below the bar, the heading "Upload your label images!" is displayed in orange. Underneath, there is a section titled "LABEL IMAGES" with a link "Upload new". Two image placeholders are shown: "Front" and "Back". The "Front" image shows a wine label with "DANCEFOOT" and "MALBEC" text. The "Back" image shows the reverse side of the label. Below each image is a "Remove Image" link. At the bottom, there are two buttons: "BACK state" and "CONTINUE distributors".

System will display the “Select Distributors” tab where you can add your contracted distributor/wholesaler for the registration. Select “Add a new distributor” link (you use this selection to choose your Kentucky distributor or Kentucky wholesaler) and enter the TTB permit number or name of the distributor/wholesaler.

The screenshot shows a navigation bar with tabs: Select COLA, Select State, Product Details, Select Distributors (active), Supporting Documents, and Review. Above the bar, there is a "PRO" logo and a "Create New" button. Below the bar, the heading "Who distributes this brand in Kentucky?" is displayed in orange. Underneath, there is a link "Add a new distributor..." which is circled in red. At the bottom, there are two buttons: "BACK products" and "CONTINUE documents".

System will automatically begin to pull up distributors/wholesalers whose names are similar, select the correct distributor or wholesaler from the listing. System will then auto populate. If this is a distilled

spirits or wine brand registration, the system will also provide a means to add additional wholesalers should you need to. Under Kentucky law distributors (of malt beverage/beer) have **assigned territories** and **therefore there cannot be multiple distributors for the same brands in the same territories**.

After adding the distributor or wholesaler, be sure to correctly enter your company's contact person at the designated distributor or wholesaler for this brand registration. Once the correct email address for the designated distributor or wholesaler has been typed in and you have confirmed it for accuracy, select **"Continue"**.

Note: the screen shot below is a sample, it has been blacked out but on your submission it would have the distributor or wholesalers name in that field.

Who distributes this brand to Kentucky?

Add a new distributor...

BACK products CONTINUE documents

Next, you upload any supporting documents for this registration, then select **"Continue"**.

Add your supporting documents

Our suggestions are based on your brand ownership settings [Adjust](#)

DOCUMENTS *required* [Why are documents required?](#) [Add a document type not listed](#)

Click to upload

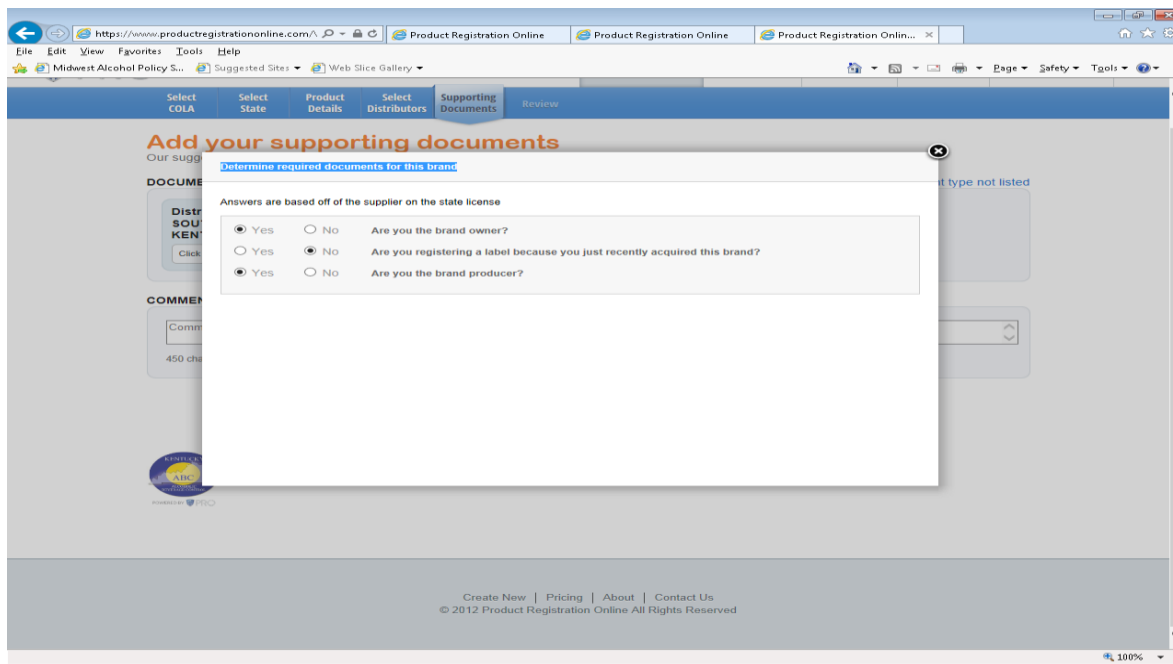
COMMENTS

450 characters remaining

BACK distributors CONTINUE review

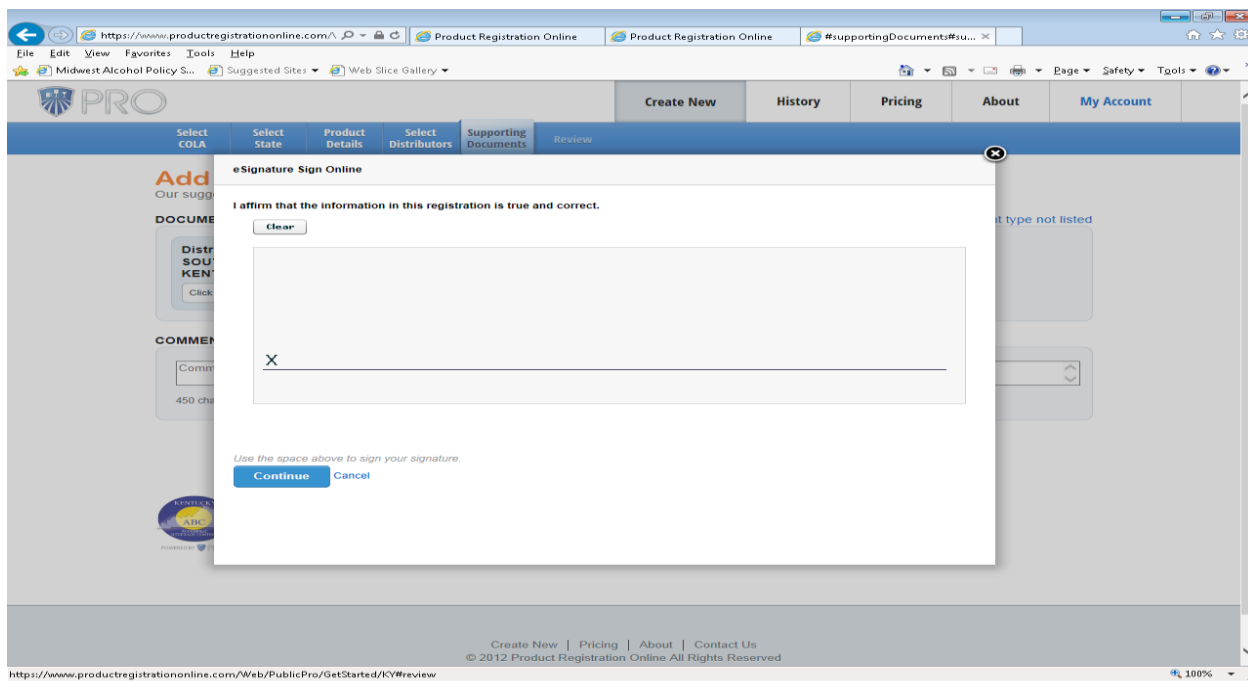
Once you have added your support documents and hit "continue" the system will give you a pop up box of questions to respond to next.





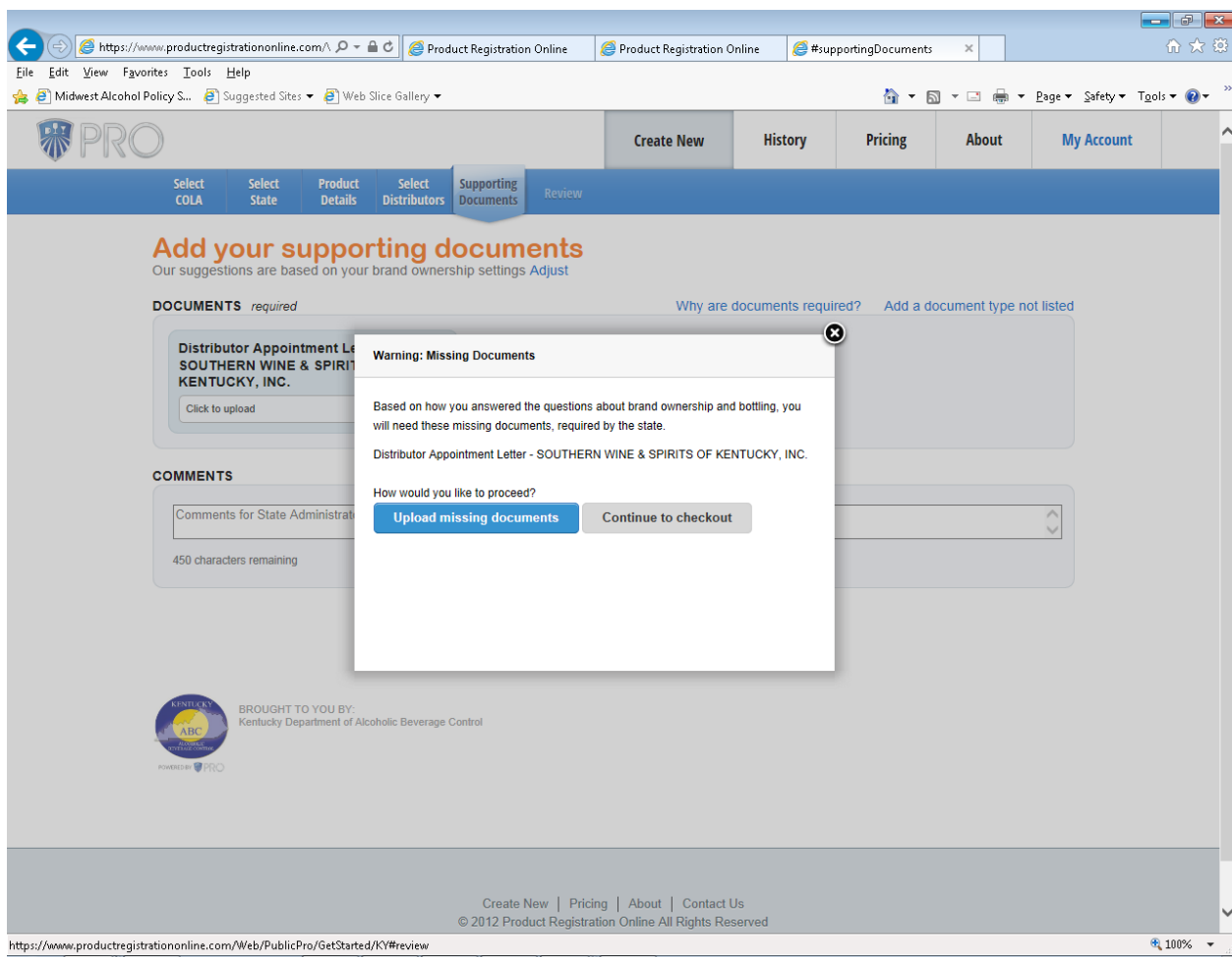
Once you have answer the prompt questions you will “x” out of this pop up screen. The system will return the display back to the supporting documents screen. If all documents have been uploaded, click **“continue”**

Next, the system will ask you to confirm that the information on this registration is accurate and provide the signature field to authorize the submission. Please use the mouse to sign in the appropriate signature field and then select **“continue”**

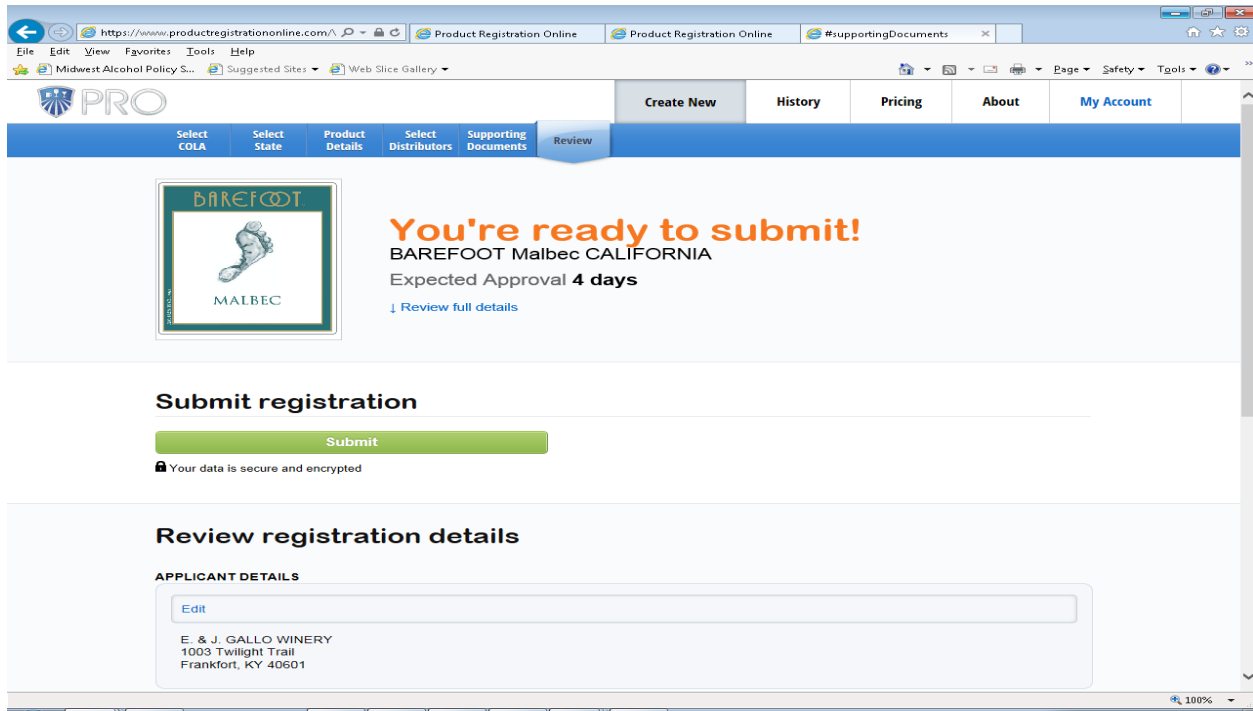




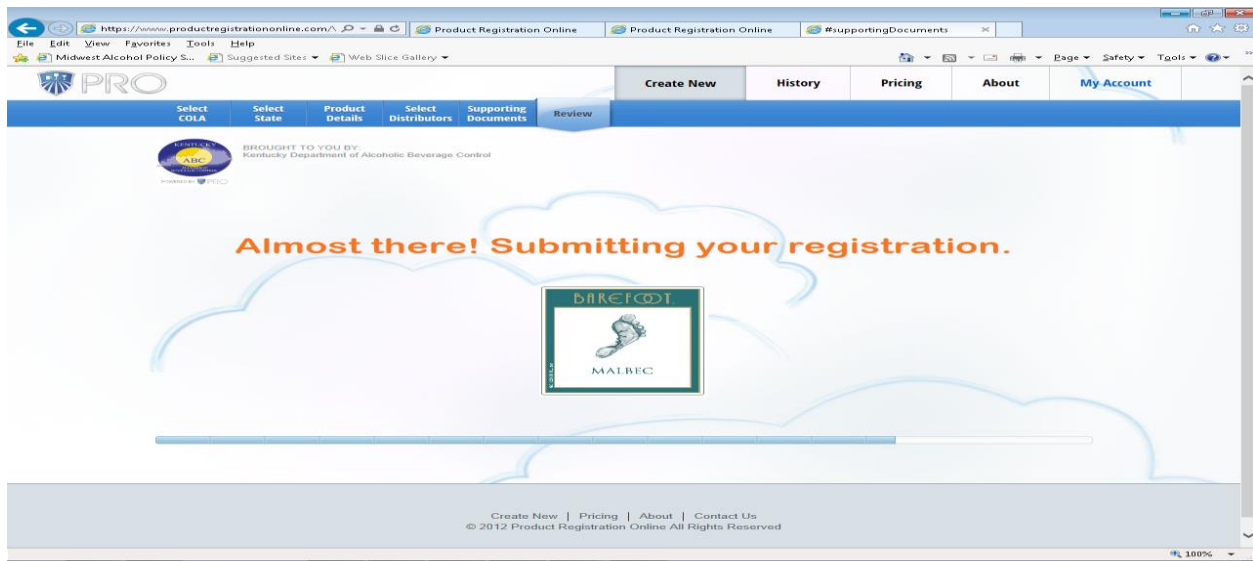
Next, the system will prompt you if there are missing support documents required. This is determined by response to the questions in regards to ownership of the brand, production of the brand etc. If the system identifies a missing document, a pop window will appear asking you to upload additional documents. You will need to upload the missing documents click **“upload missing documents”**. Once your document uploads are complete click **“continue”**.



Once all document are uploaded, and you have clicked on “continue” the system will then advise you are ready to submit your registration by providing a summary of your registration. Please be sure to carefully review all of the data for accuracy and completeness prior to proceeding. If there are errors the system provides **“edit”** features in each section to make necessary corrections. If all information is accurate and complete please click, **“submit”**



Once you have selected to submit your registration. The system will advise you that your registration is being submitted, and then displays a progress bar conveying the processing of the submission.



Lastly, the system will advise that your registration has been submitted. Now your registration will be sent to your designated distributor or wholesaler for their review and approval. Your designated distributor or wholesaler will receive an email prompt, at the email address that you enter for your contact there, that they have a pending brand registration to review and approve. Once your producer/supplier has approved your submission, this registration will be automatically sent on to the state ABC offices for our review and required approval. During this pending status, you can monitor

and check status in the system at any time. However, once the state has formally granted approval and has legally registered the brand in the state, you will receive, to the email address you enter for your company, an email confirmation back that your registration has been approved. The email response will reference the approval to the assigned submission #. A successful submission of a brand(s) registration IS NOT a state APPROVAL of the brand.